

Video Project - Elements of Art and Principles of Design

Ms. Helton's Class

Student Name: _____

Period _____

Overview: The Elements of Art are a commonly used group of aspect of a work of art used in combination with the Principals of Design.

Requirements: Create a Video in Final Cut Pro using 3 to 15 second video clips depicting each of the Elements of Art and Principles of Design. I will guide you each week in about 4 or 5 segments each. For example, the first week is the four line segments (1.

Movement/Direction 2. Pattern/Texture 3. Implied 4. Action/Emotion). This will take us most of the next 6 weeks. There will be three other projects while we are working on this...this will be an ongoing project for the full six weeks. Refer to www.i-ce-art.com/eld for the composition flash presentation.

Refer to <http://vimeo.com/56599373> as a sample as well as elementssample.mov ...online samples of student work coming soon.

_____ **Time: (5 points)** Make sure each segment is 3 to 15 seconds, no shorter or longer.

_____ **Composition: (5 points)** Make each segment count and show good composition (Think of Filling the Frame, Rule of Thirds, Simplicity, Background, Framing, Different Point of View- Bugs Eye, Birds Eye, Along Side

_____ **Movement: (5 points)** Show contrast with the movement (for example pan from up close to something to further away or vice versa). Either you move with the camera or you stay still while something is moving in the background. You need to have several of both examples in your final video. You also need to show 1 clip where you are panning with the subject that is moving, 1 clip where you are tilting with the subject moving. Show that you understand tracking your moving subject.

_____ **Transitions: (3 points)** Make them relevant. You can cut to black or fade in or out or use other effects but make sure it goes with the imagery. Sometimes less is more and cutting to black or fading are the best...or even no transition. Consistency of style is important. Don't do every transition just to do them. Unlike the still movie project, this already has movement. You may not need much. If you can justify no transitions due to lots of movement in the clips, then that is just as good and will give you full points.

_____ **Video Technique Implementation: (5 points)** Watch the video lessons on <http://vimeo.com/videoschool/101> (specifically Step 2) Have a clean lens, lighting that helps enhance your subject not hide it unless that is part of the mood, and stabilize your camera if needed.

_____ **Balance of subject matter and sound: (7 points)** Either go for a whole consistent theme which could be all nature, or all city or a contrast on purpose. Things can be random as the subject matter. Have the sound go with the subject matter as well.

_____ **The Clips (35 points....24 points for each below, an additional 11 for having three of each= 35)** – create three clips for each (I will check and grade for three of each named what they are in your folder on your desktop). You final Video will only have one of each required.

ELEMENTS OF ART	PRINCIPLES OF DESIGN
Line	Balance
_____ 1. Movement/Direction	_____ 13. Asymmetrical
_____ 2. Pattern and/or Texture	_____ 14. Symmetrical
_____ 3. Implied	Emphasis
_____ 4. Action and/or Emotion	_____ 15 Emphasis with Isolation
Form	_____ 16 Emphasis with Contrast
_____ 5. Chiaroscuro (extreme use of light and dark)	_____ 17 Emphasis with Placement
Shape	Proportion/Scale
_____ 6. Geometric	_____ 18. Show the opposite of what it should be
_____ 7. Organic	Pattern
_____ 8. Half Geometric/Half Organic	_____ 19. Regular
Space	_____ 20. Flowing
_____ 9. Figure Ground	_____ 21. Progressive
_____ 10. Depth (size, overlapping, placement)	Variety
Color	_____ 22. Show with color, shapes, lines etc...
_____ 11. Visual Movement (eye moves to see color)	Movement
Texture	_____ 23. Show action movement
_____ 12. Surface	Unity
	_____ 24. Unity/Harmony

_____ **The Text: (5 points)** YOU NEED TO SHOW WITH TEXT THE TITLE OF EACH. BE CREATIVE IN HOW YOU DO THIS.

_____ **Reflection: (5 points)** Write on the back of this paper. Tell what you liked best and least about the project, and what was challenging? Critique your own work and reflect on the strengths as well as areas for improvement.

Element of Art and Principles of Design Video Project = 75 points total.

Total Points Earned = _____ - quality/effort/missing segments _____ + quality/effort _____ = _____